

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Joseph Baumgartner et al.
Application : 10/762,833 Confirmation No.: 5867
No.
Filed : January 21, 2004
For : INTERACTIVE TELEVISION SYSTEM WITH
TEMPLATES FOR MANAGING VENDOR-SPECIFIC
VIDEO-ON-DEMAND CONTENT
Art Unit : 2623
Examiner : Robert J. Hance

New York, New York 10036
July 17, 2008

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

REPLY TO OFFICE ACTION

Sir:

In reply to the Office Action mailed February 21, 2008 applicants respectfully request reconsideration and allowance in light of the following:

Amendments to the Claims are reflected in the listing of claims that begins on page 2;

Remarks begin on page 14.